

# Is Sugar Addiction Why So Many January Diets Fail?

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***NPR:***

We've survived the stretch between Thanksgiving and New Year's Day, when rich, sweet treats come at us non-stop. Now is the season of reform, when gym memberships, cleanse books, and weight-loss plans sell like gangbusters.

The cycle has become so predictable, and disheartening, as our collective motivation to change our ways dissolves by February like a sugar cube in a glass of champagne. I've certainly done my fair share of January food-restriction experiments that fizzled at the first sign of a Valentine's Day candy heart.

For me, it's refined sugar, pure and simple, that, over time, I've identified as the food I would most love to be able to resist.

This year, I vowed to seek out new ways to stay out of the drawer my colleague keeps stocked with chocolate bars of all brands and sizes — an alluring stash stored right next to my desk.

Read the whole story: [\*NPR\*](#)